

SPBID District Identity & Marketing Committee Report
May – June 2019

District Identity Projects

1. Website Overhaul
 - a. The new BID website went live on Monday, June 3.
2. Alley Activation
 - a. Staff have selected a firm to move forward with on an alley activation project, pending budget decisions.
3. District Branding
 - a. Staff are exploring standardized construction fence coverings to brand the district and repel graffiti.

Major Outreach & Communications

	Audience	Reach	Engagements
Facebook	1,712	710	83
Twitter	2,825	6,290	25
Instagram	3,681	1,566	126
mailchimp	4,029		

Press

1. Press Releases
2. Articles
 - a. Closure Could Mean Blue for Blue Line Riders, 5/29/19
LA Downtown News article discussion Blue Line Closures, with input from ER
 - b. Take Two, 6/20/19
SCPR's Take Two discussed Sanitation plan, featured ER as a contributor

Policy

1. Sanitation
 - a. LA Sanitation revealed a plan to address sanitation issues as a result of encampments and illegal dumping, focused on expanding services for and engagement with homeless individuals

Events Recap

1. 5/3: Movie Night at South Park Commons
 - a. Over 200 people joined us at South Park Commons for a beer garden and movie night, featuring First Draft DTLA and Ferris Bueller's Day Off
2. 5/15: South Park + CCA Small Business Mixer
 - a. We kicked off new small business programming with a mixer at barcito featuring small business owners, the Mayors office, and CCA.
3. 5/22: Safety in South Park Town Hall
 - a. 40 residents joined us and LAPD at TEN50 for a Town Hall discussion on safety issues
4. 6/15: A Discussion on Social Infrastructure
 - a. We continued our series of topical breakfast discussions with 15 neighbors and a conversation on Social Infrastructure